

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for computerized/automated preparation, production, publishing and management of charity or not-for-profit organization ad-books and related print or publishing used by or for recognized not-for-profit organizations, for charity or fund raising, whereby members or supporters of the organization publish or place or manage an ad or ads or a message or messages in the organization's publication, such method comprising:

 a member, supporter or contributor at a user terminal connected to a communications network accessing ~~an advertising~~ a preparation tool or computer program within ~~an~~ a charity or not-for-profit organization ad-book server or communication network;

the member, supporter or contributor through the user terminal selecting a level of sponsorship of a plurality of sponsorship levels where a cost associated with each level of the plurality of sponsorship levels is commensurate with various levels of monetary giving from the member, supporter or contributor to the governmentally recognized not-for-profit organizations;

the member, supporter or contributor preparing an ad or message in support of the organization using the advertising preparation tool or computer program;

receiving a monetary pledge or contribution from the member, supporter or contributor on behalf of the recognized not-for-profit organization based upon the selected sponsorship level; and

processing the ad or message at the server connected to the communications network for placing the ad or message in an charity or not-for-profit organization ad-book or related print publication where the charity or not-for-profit organization ad-book or related print publication is a fundraising vehicle and the governmentally recognized not-for-profit organizations, members or supporters of the organization solicit for or place the ads or messages to make contributions to the organization and wherein at least some of a significant number of the ads or messages in the

charity ad-book or related print publication contain laudatory statements about the governmentally recognized not-for-profit organization, its activities or its members or its mission or cause.

2. (Previously Presented) The method of claim 1 wherein preparing further comprises selecting choices relating to the ~~ad~~ or message.

3. (Previously Presented) The method of claim 2 wherein choices comprises size, placement, color, price, background, font, image or layout.

4. (Currently Amended) The method of claim 2 wherein choices comprises indicating whether the ~~ad~~ or message shall be printed in a physical charity or not-for-profit organization ad-book or related publication or shall be posted on an on-line charity or not-for-profit organization ad-book posted on an Internet web site as opposed to a physically printed publication or wherein the choice comprises whether the ~~ad~~ or message shall be both printed in a physical charity or not-for-profit organization ad-book or related print publication and also posted on-line on an Internet web site.

5. (Previously Presented) The method of claim 1 wherein preparing further comprises selecting ~~an advertisement~~ a type or theme of message to reduce the number of choices that ~~an advertiser~~ a user must make to produce ~~an ad~~ or a message.

6. (Original) The method of claim 1 wherein the communications network comprises a public switch telephone network and packet data network.

7. (Original) The method of claim 1 wherein the user terminal comprises a computer system.

8. (Original) The method of claim 7 wherein the computer system comprises one of a personal computer, a notebook computer, a personal digital assistant (PDA), a cellular telephone or a mobile/wireless assistant.

9. (Original) The method of claim 1 wherein the server comprises a web server computer system for accessing the communications network.

10. (Original) The method of claim 9 wherein the web server comprises a firewall for maintaining security.

11. (Currently Amended) The method of claim 10 wherein the firewall limits access to information on the server wherein information comprises the ~~ads or~~ message and the charity or not-for-profit organization ad-books.

12. (Currently Amended) The method of claim 1 wherein preparing further comprises using computer software running at the user terminal to create ~~an ad or~~ a message.

13. (Original) The method of claim 12 wherein the computer software comprises at least one of Microsoft Office, Corel PageMaker and Adobe PhotoShop.

14. (Currently Amended) The method of claim 1 wherein processing further comprises receiving payment ~~at information by~~ the server for processing the ~~ad or~~ message for placement in ~~an a~~ charity or not-for-profit organization ad-book.

15. (Currently Amended) The method of claim 1 wherein processing further comprises: receiving the ~~ads or~~ messages at the server from the user terminal; storing the ~~ads or~~ messages at the server; and converting the received ~~ads or~~ message into ~~an ads or~~ a message to be placed into an charity or not-for-profit organization ad-book or related print or publication.

16. (Currently Amended) The method of claim 15 further comprising receiving payment ~~at information by~~ the server for processing the ~~ad or~~ message for placement in an charity or not-for-profit organization ad-book or related print or publication.

17. (Currently Amended) The method of claim 15 further comprising classifying the received ~~ad or~~ message into ~~an a~~ charity or not-for-profit organization ad-book or related print or publication

category said classification based upon amount contributed to the recognized not-for-profit organization or by color of a page to be printed selected from the group consisting of gold, silver and white or by a size of the ~~ad~~ message selected from the group consisting of full-page, one-half page, one-quarter page, business card size and simple listing of name or contact information.

18. (Currently Amended) The method of claim 15 further comprising using techniques, the techniques comprising statistics and demographics, to discern at least one group of related ~~ads~~ or messages said discernment based upon amount contributed to the recognized not-for-profit organization or by color of a page to be printed selected from the group consisting of gold, silver and white or by a size of the ~~ad~~ message selected from the group consisting of full-page, one-half page, one-quarter page, business card size and simple listing of name or contact information.

19. (Currently Amended) The method of claim 15 further comprising using statistics and demographics, to discern at least one group of related organizations, members or supporters which place ~~ads~~ or messages in charity or not-for-profit organization ad-books or related print or publications.

20. (Currently Amended) The method of claim 15 further comprising using statistics and demographics, to discern at least one group of related charity or not-for-profit organization ad-books.

21. (Currently Amended) The method of claim 15 further comprising converting the received “~~ad~~” or message into an HTML advertisement format to be shown on at least one user terminal.

22. (Currently Amended) The method of claim 21 wherein the HTML ~~ad~~ or message is a part of an electronic ad-book presentation of charitable support.

23. (Currently Amended) The method of claim 21 further comprising sending a copy of the HTML ~~ad~~ or message to a member or supporter whom initiated the ~~ad~~ or message preparation.

24. (Previously Presented) The method of claim 1 further comprising registering with the server whereby a member or supporter at the user terminal connects to the server and enters information relating to the member or supporter.

25. (Currently Amended) The method of claim 1 further comprising entering a mode of payment at the user terminal to pay for the ~~ad-or~~ message to be placed in the charitable or not-for-profit organization ad-book or related print or publication.

26. (Currently Amended) The method of claim 1 further comprising sending an acknowledgement to an member and/or supporter who places ~~an ad or a~~ message in ~~an a~~ charity or not-for-profit organization ad-book or related print or publication notifying the member or supporter of the receipt of the ~~ad-or~~ message.

27. (Currently Amended) The method of claim 1 further comprising sending an acknowledgement to an member or supporter who places ~~an ad or a~~ message in ~~an a~~ charity or not-for-profit organization ad-book or related print or publication notifying the member or supporter of payment information.

28. (Currently Amended) A method for computerized/automated preparation, production, publishing and management of charitable or not-for-profit organization ad-books and related print or publishing used by or for recognized not-for-profit organizations for charity or fund raising, whereby organizations, members or supporters of the organization place or manage ads or messages in for the benefit of the organization's publication, the method comprising:

 a member, supporter or contributor at a user terminal connected to a communications network accessing ~~an advertising~~ a preparation tool or computer software system within a server or communication network;

the member, supporter or contributor through the user terminal selecting a level of sponsorship of a plurality of sponsorships where a cost associated with each level of the plurality of sponsorship levels is commensurate with various levels of giving of money from the member, supporter or contributor to the governmentally recognized not-for-profit organizations;

the member, supporter or contributor preparing ~~an ad or~~ a message by selecting choices provided by the ~~advertising~~ preparation tool or computer software system related to the ~~ad or~~ message;

receiving the prepared ~~ad or~~ message at the server connected to the communications network;

classifying the prepared ~~ad or~~ message into at least one charitable or not-for-profit organization ad-book;

means for receiving a monetary contribution from the contributor on behalf of the governmentally recognized not-for-profit organization based upon the selected level of sponsorship; and

converting the prepared ~~ad or~~ message into ~~an ad or~~ a message to be placed into an a charitable or not-for-profit organization ad-book or related print publication where the charitable or not-for-profit organization ad-book or related print publication is a fundraising vehicle and the recognized not-for-profit organization's members or supporters of the organization solicit for or place the ~~ads or~~ messages to make financial pledges or monetary contributions to the organization and wherein at least some a significant number of the ~~ads or~~ messages in the charitable ad-book or related print publication contain laudatory statements about the recognized not-for-profit organization, its activities or its members.

29. (Currently Amended) A system for preparing computerized/automated preparation, production, publishing and management of charity or not-for-profit organization ad-books and related print or publishing used by or for recognized not-for-profit organizations for charity or fund raising and as a fundraising tool, whereby organizations, members or supporters of the organization place or manage ~~ads or~~ messages in the organization's publication, such system comprising:

an advertising a preparation tool or software program within an a charitable or not-for-profit organization ad-book server accessible by a contributor through a communication network;

means used by the contributor for preparing ~~an ad or~~ a message at a user terminal connected to the ~~advertising~~ preparations tool or software program through the communications network;

means for selecting a level of sponsorship of a plurality of sponsorship levels where a cost associated with each level of the plurality of sponsorship levels is commensurate with various levels of monetary giving from the member, supporter or contributor to the governmentally recognized not-for-profit organizations; and

means for receiving a financial pledge or monetary contribution from the contributor on behalf of the recognized not-for-profit organization based upon the selected sponsorship level;

means for processing the ad message at a server connected to the communications network for placing the advertisement message in the charitable or not-for-profit organization ad-book or related print publication where the charitable or not-for-profit organization ad-book or related print publication is primarily a fundraising vehicle and the recognized not-for-profit organizations, members or supporters of the organization solicit for or place the ads-or messages to make pledges or monetary contributions to the organization and wherein at least some a significant number of the ads-or messages in the charitable or not-for-profit organization ad-book or related print publication contain laudatory statements about the recognized not-for-profit organization, its activities or its members or cause or mission.

30. (Currently Amended) The system of claim 29 wherein the means for preparing further comprises means for selecting choices relating to the ad-or message.

31. (Previously Presented) The system of claim 30 wherein choices comprises size, price, placement, background and layout.

32. (Currently Amended) The system of claim 30 wherein choices comprises indicating whether the ad-or message shall be printed in a physical charitable or not-for-profit organization ad-book or related print or publication or shall be posted on an on-line charitable or not-for-profit organization ad-book posted on an Internet web site as opposed to physically printed publication or wherein the choice comprises whether the ad-or message shall be both printed in a physical charitable or not-for-profit organization ad-book or related print or publication and also posted on-line on the Internet web site in an on-line charitable or not-for-profit organization ad-book.

33. (Currently Amended) The system of claim 29 wherein the means for preparing further comprises means for selecting ~~an ad or a~~ message type, price or theme to reduce the number of choices that a member or supporter makes to produce ~~an ad or a~~ message.

34. (Original) The system of claim 29 wherein the communications network comprises a public switch telephone network and packet data network.

35. (Original) The system of claim 29 wherein the user terminal comprises a computer system.

36. (Original) The system of claim 35 wherein the computer system comprises one of a personal computer, notebook computer, a personal digital assistant (PDA), a cellular telephone or a mobile/wireless assistant.

37. (Original) The system of claim 29 wherein the server comprises a web server computer system for accessing the communications network.

38. (Original) The system of claim 37 wherein the web server comprises a firewall for maintaining security.

39. (Currently Amended) The method of claim 38 wherein the firewall limits access to information on the server wherein information comprises the ~~ads or~~ message and charitable or not-for-profit organization ad-books or related print or publication.

40. (Currently Amended) The system of claim 29 wherein the means for preparing further comprises means for using computer software to create ~~an ad or a~~ message.

41. (Original) The system of claim 40 wherein the computer software comprises at least one of Microsoft Office, Corel PageMaker and Adobe PhotoShop.

42. (Currently Amended) The system of claim 29 wherein the means for processing further comprises receiving payment at the server for processing the ad-or message for placement in an a charitable or not-for-profit organization ad-book or related print or publication.

43. (Currently Amended) The system of claim 29 further comprising means for converting the ad-or message into an HTML ad-or message to be shown on at least one user terminal.

44. (Currently Amended) The system of claim 43 wherein the HTML “ad”-or message is a part of an electronic ad-book or related print or publication presentation of charitable support.

45. (Currently Amended) The system of claim 43 further comprising means for sending a copy of the HTML ad-or message to an a member or supporter whom initiated the “ad”-or message solicitation or preparation.

46. (Previously Presented) The system of claim 29 further comprising means for registering with the server whereby a member or supporter at the user terminal connects to the server and enters information relating to the member or supporter.

47. (Previously Presented) The system of claim 29 further comprising means for receiving the ad-or message from a member or supporter.

48. (Previously Presented) The system of claim 47 further comprising means for sending an acknowledgement to the member or supporter notifying the member or supporter of the receipt of the ad-or message.

49. (Previously Presented) The system of claim 47 further comprising means for sending an acknowledgement to the member or supporter notifying the member or supporter of payment information.

50. (Currently Amended) A system for computerized/automated preparation, production, publishing and management of charitable or not-for-profit organization ad-books and related

print or publishing used by or for a recognized not-for-profit organization[[s]], for charity or fund raising, whereby organizations, members or supporters of the organization place or manage ads or messages in for the organization's publication over the Internet for the benefit of the organization, the system comprising:

a computer system comprising a user interface to a communications network and an advertising a preparation tool within an a charitable or not-for-profit organization ad-book server accessed by the user interface through the communications network to select a level of sponsorship of a plurality of sponsorship levels where a monetary cost associated with each level of the plurality of sponsorship levels is commensurate with various levels of monetary giving from the member, supporter or contributor to the governmentally recognized not-for-profit organizations and to prepare an ad or a message and to receive a monetary contribution on behalf of the organization; and

the charitable or not-for-profit organization ad-book server connected to the communications network that receives the prepared ad or message for an a charitable or not-for-profit organization ad-book or related print or publication where the charitable or not-for-profit organization ad-book or related print publication is a fundraising vehicle and the organizations, members or supporters of the recognized not-for-profit organization solicit for or place the ads or messages to make monetary contributions to the organization and wherein at least some a significant portion of the ads or messages in the charitable or not-for-profit organization ad-book or related print publication contain laudatory statements about the governmentally recognized not-for-profit organization, for charity or fund raising, its activities or its members.

51. (Currently Amended) The system of claim 50 wherein the computer system further comprises a graphical user interface for selecting choices relating to the ad or message.

52. (Previously Presented) The system of claim 51 wherein choices comprises size, placement, color, price, background, and layout.

53. (Currently Amended) The system of claim 50 wherein the charitable or not-for-profit organization ad-book server presents choices relating to an ad or a message type or ad or message theme to the computer system.

54. (Original) The system of claim 50 wherein the communications network comprises a public switch telephone network and packet data network.

55. (Original) The system of claim 50 wherein the computer system further comprises one of a personal computer, a notebook computer, a personal digital assistant (PDA), a cellular telephone or a mobile/wireless assistant.

56. (Currently Amend) The system of claim 50 wherein the charitable or not-for-profit organization ad-book server further comprises a web server computer system capable of interfacing with the Internet.

57. (Original) The system of claim 50 wherein the computer system further comprises at least one of Microsoft Office, Corel PageMaker, and Adobe PhotoShop.

58. (Currently Amended) The system of claim 50 wherein the charitable or not-for-profit organization ad-book server further comprises a database of at least one of ads or messages, charitable or not-for-profit organization ad-books or related print or publications, and organizations, members or supporters.